

Iain Morris

SVP, Personal Connectivity
Solutions Group

November 12, 2004

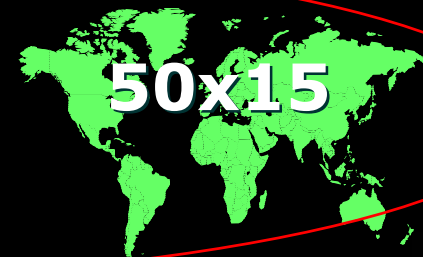
Lead the industry to pervasive
64-bit computing



Establish MirrorBit™ technology as
the next industry standard in Flash
memory



Enable a new global population
of tech-capable consumers



Enabling a New Global Population of Tech-Capable Consumers

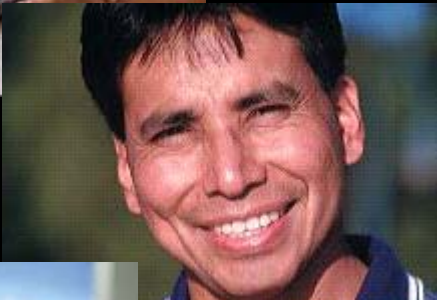


Deliver affordable, accessible Internet connectivity and computing capabilities to 50% of the world's population by the year 2015

90% of the world's population does not have Internet access due to affordability and infrastructure constraints. This presents a huge opportunity for AMD to address the needs of billions of people around the world

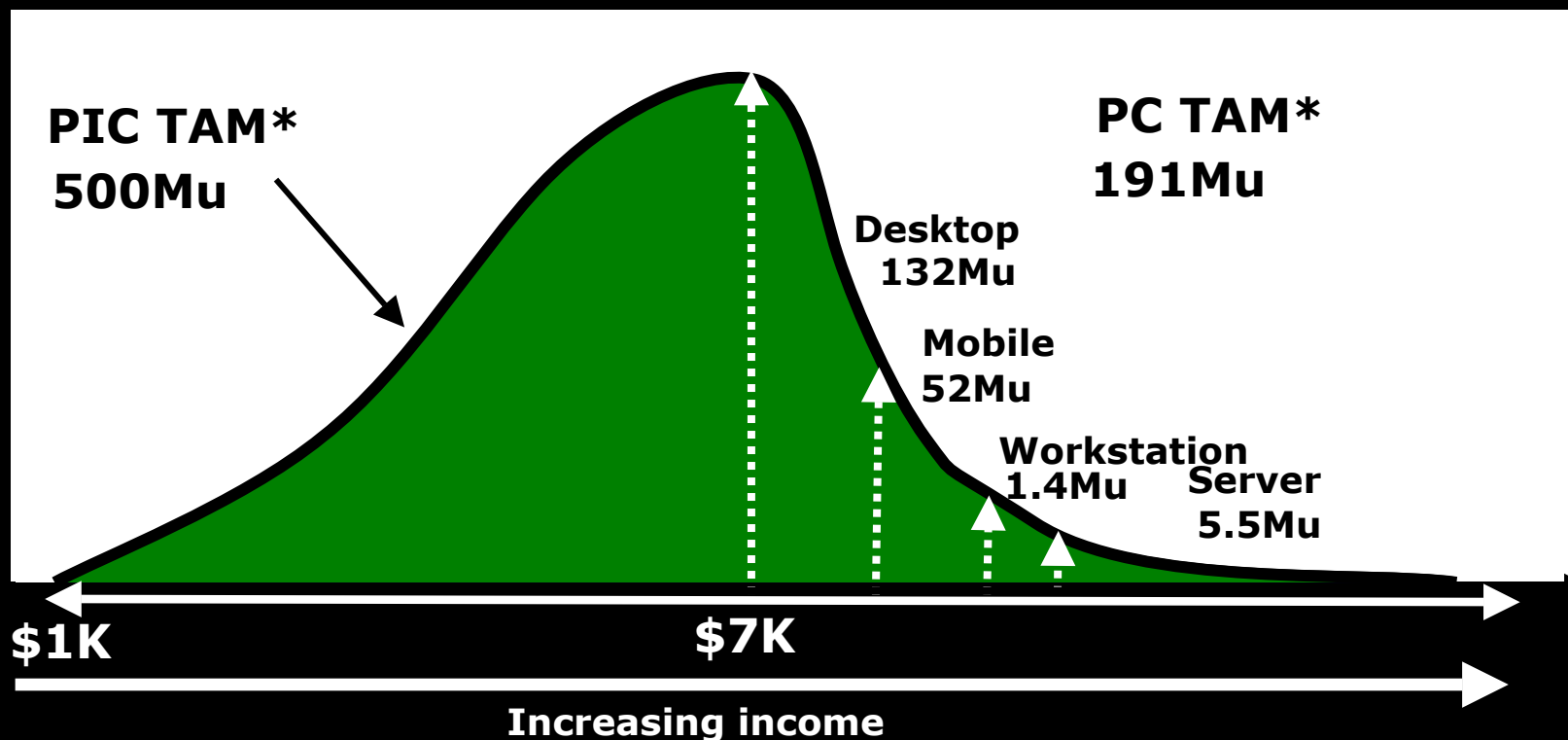
Empowering a new, global generation of tech-enabled citizens

Principles for Success



- Business
 - Create economic opportunities
- Accessible hardware platform
 - Simple, Accessible, Empowering technology
 - Customer-centric focus
- “Geo-sensitive” approach
 - Targeted solutions for high-growth markets
 - Partnering with local governments, manufacturers, distributor & financial institutions
- Integrated, end-to-end ecosystem
 - More than technology alone
 - Includes packaging, distribution, service, support and microfinancing

2004 Market Opportunity: PIC vs. PCs



Assumptions:

- PIC market size assumes 1 PIC per Household (with annual income of \$1K - \$7K)
- PIC market size does not include units in the conventionally defined Enterprise / SMB space.

11/11/2004

* PC TAM from June PCDB



2004 Analyst Day

Personal Internet Communicator A New Product Category



- PIC is an affordable consumer device designed to provide managed Internet access for people in global, high-growth markets.
- The PIC is designed to be **high-quality, affordable and easy to use** for first-time technology users.
- **Complete, User-Friendly Solution**
The PIC offers a suite of productivity tools that enables improved communications and provides opportunities for furthering education.



Designed for First-Time Technology Users



User will have....

E-mail, instant messaging

Internet Browser

The ability to view standard documents (PPT, image and PDF viewers)

The ability to view multimedia

Creative Software (spreadsheet and word processor)

and be able to...

Stay in touch with family across the globe

Access academic, healthcare and entertainment content without leaving home

Efficiently view and share maps, instructions and pictures from a variety of sources

Watch news clips, play games and other entertainment options

Complete homework assignments, manage personal and business activities



First PIC Launch

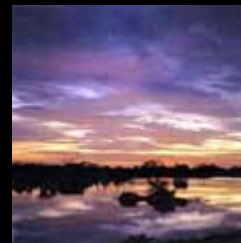
India-TATA Indicom PIC



- **PIC launched in India on October 28, 2004**
- **TATA Group**
 - Founded 126 years ago and has 91 operating companies
 - Accounts for 2.6% of India GDP & 5% of India's Exports
 - Annual Revenue of \$14.25 Billion
- **Part of TATA Indicom Total Internet Solution**
 - One stop shop for broadband access
 - Broadband and TATA Indicom Personal Internet Communicator bundled in an affordable package for consumers
- **Completely managed solution of device and broadband**
- **Target Markets in India:**
 - Mumbai
 - Bangalore
 - Pune
 - Chennai
 - Hyderabad



- CRC Technology & Marketing is a leading provider of educational software
- CRC will work with its cable TV client company base to offer the PIC to consumers
- Opportunity to inform distributors and end users about a landscape of Internet access in Mexico
- CRC plans to launch the PIC in Mexico in Q4 2004



Caribbean - Cable & Wireless



- Cable & Wireless is a leading international telecommunications company that has been in business for 130 years, with customers in 80 countries
- AMD donated 70 Personal Internet Communicator units to the Caymans and Grenada Disaster Relief to enable public Internet access
- Cable & Wireless plans to launch the PIC in December 2004

Key PIC Ecosystem Partners



- Microsoft – Operating System
- Samsung – DRAM Memory
- Macromedia – Media Player
- Seagate – Hard Drive
- Solectron – Manufacturing

The Microsoft logo, consisting of the word "Microsoft" in white italicized font on a blue rectangular background.

The Samsung logo, featuring the word "SAMSUNG" in white bold capital letters inside a blue oval.

The Seagate logo, featuring the word "Seagate" in black and the tagline "We turn on ideas" in smaller black text below it.



The Macromedia logo, featuring the word "macromedia" in a lowercase, sans-serif font.



The Solectron logo, featuring the word "SOLECTRON" in a red, serif, all-caps font.

The Road Ahead



- Long-term commitment to provide access to affordable technology solutions
- Empowering technology must be both simple and accessible
- Fostering economic growth
- Provide a comprehensive ecosystem
- PIC is a key milestone
 - Business of selling silicon
- 50x15 is a proof point of the **New AMD**

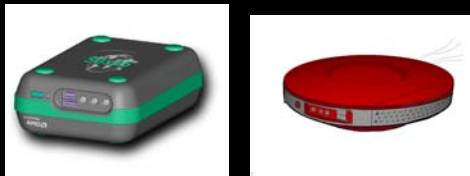
PCSG Portfolio

"Digital Life Driven by Digital Intelligence"



- Large market potential and the shift to digital content opens a disruptive opportunity for AMD to engage with an x86 platform strategy
- Solutions will take on different forms in different markets

PIC Portfolio



Digital Media



Digital TV



Converged Mobile Devices



Auto Media





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